(b) and (c) As per the information received from the State Government, no incident involving mysterious missing of any Israeli tourist has been reported in the State in the recent past.

(d) Development of Tourism is primarily the responsibility of the State Governments/Union Territories. The State Government of Jammu & Kashmir has designated tourism as a priority sector and initiated measures and mobilized resources for economic revival and employment generation in the State. A major infrastructure programme has been taken up under which a package of financial assistance and subsidy to House Boat owners, Hotels & Guest Houses, Shikara owners and Ponywalas is given under the scheme of Ministry of Tourism for the revival of tourism in the State. Besides, the State has enhanced its presence/participation in a large number of events, conferences and conventions of the tourism sector held within and outside the country with the support of Ministry of Tourism.

Decline in tourist traffic

1291. SHRI R.P. GOENKA: Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that the tourist traffic for North India has come down from 68 per cent to 42 per cent during the last two decades;

(b) if so, the reasons therefor; and

(c) the details of strategy worked out, if any, for the growth of tourist traffic in the Northern region and also to check any similar decline of tourist traffic in other regions of the country?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOWDHURY): (a) Figures are not compiled on regional basis.

(b) Does not arise.

(c) A number of steps have been taken by the Government to augment the tourist traffic to India which include:—

- Direct approach to the consumers through Electronic and Print media through the "Incredible India" Campaign.
- Creation of World Class Collaterals.

- Centralized Electronic Media Campaign.
- Direct co-operative marketing with tour operators and wholesalers overseas.
- Greater focus in the emerging markets particularly in the region of China, North East Asia and South East Asia.
- Participation in Trade Fairs and Exhibitions.
- Optimizing Editorial PR and Publicity.
- Use of Internet and web marketing.
- Generating Tourist Publications.
- Reinforcing hospitality programmes including grant of air passages to invite media personnel and tour operators on familiarization tours to India to get first hand knowledge on various tourism products.
- Launching of Road Shows in key source markets of Europe.
- Focusing on growth of hotel infrastructure particularly budget hotels.
- Enhancing connectivity through augmentation of air capacity and improving road infrastructure to major tourist attractions.

Training for officials related with tourism

1292. SHRI R.P. GOENKA: Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that a detailed scheme has been formulated to conduct special training programmes for various categories of people employed in the travel and trade, including the immigration and customs officials at major international airports, who come in contact directly with the tourists, so as to project a friendly image of the country; and

(b) if so, the details thereof including the appropriate category of professional consultants hired for the purpose, if any, and its present status?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOWDHURY): (a) and (b) The Ministry of Tourism has launched the scheme of 'Capacity Building for Service Providers' (CBSP) under which training is imparted to both the organised and unorganised sectors of